

R. J. REYNOLDS
TOBACCO COMPANY

DM	T&O	REP
1224	_____	_____
1225	_____	_____
1226	_____	_____
1228	_____	_____
1230	_____	_____
1236	✓	10, 11, 12, 13, 14, 15
PTC	SAM	_____
ROM	PA	SS
RM	PC	MC
1240	1242	SAM

J. A. MORRIS
Senior Chain Accounts Manager
Philadelphia Region
4601 West Chester Pike
Newtown Square, PA 19073
Phone: 610-353-8666
Fax: 610-359-1576
Voice Mail Ext.: 42289

April 12, 1995

TO: F. E. Cook P. J. Gilotty D. L. James
F. V. Natale R. L. VanSickle F. J. DeJong
G. R. Deschenes G. M. Richardson D. M. Comer
C. A. Crouch E. A. Toulon
All RJR Representatives in Division 1230, 1324, 1326, 1327, 1332, 1334,
1527, 1528, 2922, 2924, 2926 With Wawa Market Responsibility (CID
No. 0325-00-00)

SUBJECT: *Special Wawa Temporary Display Promotion*

Ladies and Gentlemen:

Authorization has been received from Wawa Markets to implement a Special Doral \$0.20 Off Per Pack Promotion. Listed below are pertinent details:

- Automatic Distribution of a minimum of 4 Cartons/maximum of 8 Cartons of:
Doral Full Flavor
Doral Full Flavor Box
Doral Menthol Soft
Doral Light Box

Attached is authorized store list of locations that are participating in this special program, i.e., those accounts on attached list where number of cartons is either 4 or 8. "0" indicates the account is not authorized to implement this program.

R. J. Reynolds representatives should attach \$0.20 VPR per pack, on a minimum of 4 cartons/maximum 8 cartons of product.

- RJR is author to place a temporary 40-pack display to be merchandised on the top of the 3-sided endcap fixture. Rep. should provide this display to the store.

51855 1444

Page Two
Wawa Special Doral Promotion
April 12, 1995

- Timing: Start: May 2, 1995
 End Date: May 31, 1995
- SIS reporting will be handled by Chain Accounts, Philadelphia Region (SDT, \$45.00 per month). Funding for this program will be paid by the Philadelphia Chain Department, via co-marketing dollars.

No RJR payments should be made at store level.

Thank you for your assistance and cooperation with this program.

Warm regards,

Jim

J. A. Morris

JAM:des

51855 1445

Store No.	Terr.	Acct #	# Cartons Doral	Store No.	Terr.	Acct #	# Cartons Doral	Store No.	Terr.	Acct #	# Cartons Doral
422	123010	022902	8	62	133205	277462	0	131	132707	610106	8
1	132705	278304	8	64	132608	278002	0	133	132705	610171	0
2	132705	278516	8	66	132608	277995	4	135	133205	606493	8
3	132705	278494	8	67	132608	277896	0	136	132609	633920	4
4	132709	278380	0	68	132704	278122	4	137	132404	126837	0
6	132705	278483	0	69	132601	402977	4	138	133208	606577	8
7	132709	278692	8	70	133205	277729	0	142	133205	126863	8
8	132707	278222	0	72	133202	277800	8	145	132604	616273	0
9	132704	278287	4	73	132704	278078	8	149	133204	096044	4
10	132608	277980	8	74	133203	277414	4	151	132609	091880	0
11	132704	278114	8	76	133205	277678	4	152	132608	554254	0
12	132704	277157	0	77	133204	277655	0	154	132705	094726	0
14	132704	278111	4	78	132708	278616	4	155	132608	015107	0
16	132607	403114	4	79	133202	277584	0	156	133203	091433	0
19	132704	278276	8	80	133201	277290	0	159	132405	069205	0
21	133203	277439	4	81	132706	278549	0	161	132605	044290	0
23	132709	278337	8	82	132604	404424	0	162	132705	558516	8
24	132707	278228	4	83	132709	278320	4	163	132704	090959	0
25	132707	278545	0	84	132601	403420	8	165	133205	069879	0
27	132707	277929	0	85	132706	779763	4	167	132605	056837	0
29	133204	277426	0	86	132604	404469	0	168	132608	051584	4
30	132709	278509	0	87	133208	184323	0	170	132708	065988	0
31	132707	020836	8	88	132706	778818	0	171	132604	442836	0
32	132709	278508	4	89	133206	184408	0	172	132606	038964	4
34	132708	278569	0	91	133208	776746	8	173	133202	055604	8
35	132709	278319	8	92	133207	776748	0	174	132709	045017	4
37	132707	278554	0	96	133201	779079	8	175	132708	051747	0
38	133204	277696	0	97	133203	779339	4	176	132708	554362	0
39	133202	277806	8	100	132705	779566	8	178	132705	047294	0
40	132608	278021	0	101	133206	776747	0	179	132610	514614	0
41	132705	278302	0	102	132704	778840	8	180	133203	509299	0
42	132608	277132	0	103	132604	777767	0	181	132606	496470	0
43	133203	277399	0	105	133202	779221	0	183	132606	496469	8
45	133205	277652	0	106	132601	777993	4	184	133205	547740	8
48	132706	277763	8	107	132601	778153	4	185	133201	812781	0
49	132704	278120	4	108	132601	777917	0	186	133203	545837	0
51	132706	278547	4	109	133208	776600	8	187	132706	026578	8
54	132707	278028	0	111	133203	779403	4	188	132601	502154	4
55	132610	403269	0	112	133206	776433	8	190	132706	278411	0
56	133201	277098	0	113	132704	779806	0	191	132605	511473	0
57	132707	277936	0	114	132606	778397	8	192	133205	894125	0
58	132704	278115	8	115	132606	778233	0	193	132608	509959	4
59	133201	277456	0	116	133206	776635	4	194	132708	555084	0
60	133205	277725	8	119	132602	778369	8	196	133205	552827	8
61	133201	277720	0	122	132605	778547	0	197	133207	529667	0
				124	133207	606449	8	199	133205	962692	0
				125	132607	616154	0	200	133201	972204	0
				128	133201	277690	4	202	133205	557337	4
				130	132705	610044	4	203	132706	554371	4

51855 1446

Store No.	Terr.	Acct #	# Cartons Doral	Store No.	Terr.	Acct #	# Cartons Doral	Store No.	Terr.	Acct #	# Cartons Doral
204	133204	277407	0	305	133411	519758	0	358	133411	384019	0
206	132606	538699	0	306	123013	527262	4	360	133406	382689	4
207	132602	918354	0	307	133405	519791	0	361	133412	510305	8
208	132707	843516	4	308	133405	564670	0	362	133408	287239	0
209	133208	936843	0	309	133412	837099	8	363	133404	356425	8
211	132601	821439	8	312	133412	918257	8	364	133406	333383	8
212	132704	272596	4	313	133403	519792	0	365	123013	356576	0
213	132704	272606	8	314	133408	519790	4	366	133411	355641	4
214	132708	843590	0	315	133412	551777	4	367	133406	367464	0
215	133201	207120	8	316	133401	519432	8	370	133409	571183	8
216	132608	814065	8	317	133409	519793	0	371	133413	358254	8
217	132604	233463	0	318	133416	361922	0	372	133405	435565	0
218	132606	961772	0	319	133406	519804	0	373	133412	363388	4
220	132605	200763	0	320	133404	568475	0	374	133409	418623	8
221	133204	607119	8	321	133415	481201	4	375	133406	480071	4
222	133203	360675	0	322	133411	761329	8	376	133411	346037	8
223	132709	304339	8	323	133410	302873	0	377	133406	339826	0
225	133203	586209	8	324	133403	558997	0	378	133413	594263	4
226	132706	300344	8	325	133411	556498	8	379	133404	459290	0
227	132708	305093	8	326	133413	837006	0	380	133404	470827	0
228	132604	310458	0	327	133401	590519	4	381	133415	604416	0
229	133201	201361	0	328	133411	322591	4	382	133410	507804	4
230	132601	230522	4	329	133411	203149	0	383	133404	339825	0
231	133202	265039	8	330	133404	761328	4	384	123011	484857	4
232	132601	360884	4	331	133409	575728	0	386	133405	459286	0
234	132601	355638	4	332	133408	557908	4	387	133412	477105	0
235	132709	304338	4	333	133408	294282	0	388	133411	384024	8
236	132707	304547	0	334	133409	203175	0	389	133413	457027	8
237	132604	422118	0	336	133406	679130	0	391	133408	467571	0
238	132707	342591	0	337	133404	219326	4	392	133409	490624	8
239	132705	475603	0	338	133407	297948	8	394	133408	485051	8
240	132602	359141	0	339	133413	221948	8	395	133408	424016	0
241	132407	475699	8	341	133411	977179	0	396	133409	485053	4
242	133202	406474	8	342	133401	339824	8	398	133406	486940	4
244	132607	357460	0	343	133412	964512	4	399	133404	597597	8
245	132706	353719	0	344	133411	304070	0	400	133413	615629	8
249	133203	652530	4	345	133412	336298	0	401	133416	615906	0
252	132602	634828	0	346	133406	287242	4	402	133401	854639	0
253	132608	656154	0	347	133411	303888	8	403	133413	854595	0
254	132709	660782	4	348	133412	235991	4	404	133401	854785	8
255	133202	641360	0	349	133414	195406	8	406	133401	854948	8
290	132707	277946	0	350	133401	256013	0	407	133403	855094	0
291	132707	779107	0	351	133401	256048	8	408	133414	615563	8
300	133401	519428	0	352	133407	977147	4	409	133403	854862	0
301	133406	494541	4	353	133411	579202	0	410	133414	615465	0
302	133410	511631	0	354	133408	294274	0	411	133417	615630	0
303	133401	519434	4	355	133409	261589	0	412	133412	615572	0
304	123010	555743	8	357	133414	376961	0	413	133401	854806	0
								422			8

51855 1447

Store No.	Terr.	Acct #	# Cartons Doral	Store No.	Terr.	Acct #	# Cartons Doral	Store No.	Terr.	Acct #	# Cartons Doral
414	133403	855177	0	473	133404	071642	8	549	292412	672022	4
415	122601	771451	8	474	133401	055417	0	602	153006	271841	0
416	133406	855163	0	475	133415	494202	0	604	153025	272035	0
417	133401	855196	0	476	123013	258476	4	605	153011	271202	0
418	133411	074155	0	477	133407	055419	0	607	153004	271163	8
419	133410	855060	8	478	133404	045341	0	609	153006	271763	4
420	133406	500261	4	479	133406	056988	8	611	153006	271767	0
421	123011	639686	0	480	133405	068899	0	613	153011	271195	8
423	133410	494382	8	481	133412	036609	8	614	153011	271825	0
424	133411	855093	0	482	133402	519789	0	615	153002	820073	8
426	133414	086069	0	483	133401	052440	0	616	153009	271426	0
427	133406	087262	0	484	133410	036960	8	617	153006	768058	0
428	133415	023885	4	485	133402	519756	0	619	153006	819845	4
429	133415	482841	0	486	133404	048323	0	621	153003	272108	0
430	133411	059502	0	487	133403	020227	0	622	153011	271916	0
431	133416	615559	4	488	133404	496847	0	625	152804	820038	0
432	133401	855540	0	489	133403	049769	0	627	152806	631616	8
433	133402	855236	8	490	133408	518783	0	628	152808	631640	8
434	133402	046610	0	491	133401	052444	0	629	152807	631581	8
435	133406	568476	0	492	133401	648104	0	630	152806	455869	4
437	133401	042376	4	493	133404	662015	8	633	153006	083151	4
439			8	494	133409	026241	0	635	152808	049428	4
441	133413	228040	0	495	133404	057141	8	636	153006	043003	8
442	133409	026306	0	496	133404	499158	0	637	152805	051359	8
444	133404	855420	0	497	133413	026418	8	640	152808	540272	8
445	133406	073363	0	498	133413	026420	4	645	153011	330307	0
446	133405	090587	0	499	133406	056990	0	646	153006	186793	0
447	133413	035278	0	501			8	648	152806	379659	0
448	133411	052386	0	508	292206	789971	0	700	133413	606471	0
449	133407	855455	0	509	292615	790007	4	701	133402	280966	0
451	133411	855424	0	521	292209	774639	0	702	133402	280970	4
452	133401	519448	0	522	292415	774612	0	703	133404	551575	0
454	133404	084887	0	526	292213	774813	4	704	133404	280961	0
455	133409	076757	0	527	292614	608249	8	705	133403	280858	0
457	133411	487191	4	528	292208	620688	8	706	133403	280857	4
459	133405	071577	0	532	292411	614544	4	708	133403	281518	8
460	133410	075245	0	533	292413	614769	4	710	133403	281523	0
461	133402	089265	0	534	292211	603640	0	713	133402	280939	0
462	133404	519795	0	535	292213	491039	8	714	133404	281490	0
463	133402	489034	8	536	292211	560087	0	716	133408	282370	4
465	133401	519447	4	537	292203	511504	0	717	133403	780604	4
466	133404	584865	8	538	292205	553011	0	718	133411	282655	4
467	133402	519755	0	540	292213	943234	0	719	133405	281562	0
468	133407	045142	0	541	292415	294428	4	720	133403	281514	0
469	133402	043578	4	543	292213	342702	0	721	133404	281833	0
470	133401	055414	4	544	292211	358712	0	722	133411	282103	8
471	133406	068780	0	545	292206	457605	4	723	133408	282365	0
472	133413	594262	8	548	292202	653792	4	725	133410	282651	4
436			4								

51855 1448

Store No.	Terr.	Acct #	# Cartons Doral	Store No.	Terr.	Acct #	# Cartons Doral	Store No.	Terr.	Acct #	# Cartons Doral
728	133401	280975	0	784	133418	593327	0				
729	133401	280987	0	785	133413	854464	0				
730	133407	282610	0	786	133413	781090	4				
731	133410	282546	8	787	133401	781160	0				
732	133409	282795	0	789	133407	606294	0				
733	133415	280550	8	790	133418	772175	0				
734	133416	280485	8	791	133406	781158	0				
735	133414	279891	8	792	133407	606431	4				
736	133402	281222	0	793	133413	854478	0				
737	133406	281415	8	794	133413	854545	8				
738	133407	281999	0	795	133401	378720	0				
739	133414	279511	0	797	133415	615872	0				
740	133410	282685	4	798	133412	026443	8				
741	133413	280682	8	799	133406	489060	0				
742	133416	780764	4	801	132725	278929	0				
743	133417	280520	0	802	132725	278925	0				
744	133413	780837	0	809	132725	278926	0				
745	133411	279642	8	810	132725	778948	0				
746	133412	780643	0	811	132725	779461	0				
748	133411	780144	0	814	132723	625578	0				
749	133404	281272	0	816	132725	064109	0				
750	133405	281589	4	817	132724	034747	0				
752	133403	281498	0	819	132724	583993	8				
753	133402	281082	4	820	132723	563241	0				
754	133417	772181	0	821	132723	285139	0				
757	123009	771886	0	822	132725	554342	0				
758	133401	280979	4	823	132723	544784	8				
759	133403	510834	0	824	132723	351941	8				
760	133417	780491	0	825	132723	325770	0				
761	133418	280304	4	826	132725	833384	0				
763	133415	780083	0	828	132723	351939	0				
764	133417	780968	8	829	132724	351934	0				
765	133412	780420	8	830	132723	616336	8				
767	133409	780794	0	831	132724	384888	0				
769	133405	643283	8	832	132722	616349	0				
770	133408	780688	0	833	132721	642665	8				
771	133401	780532	0	834	132721	634831					
773	133403	500284	4	835	132721	642669					
774	133414	606319	0	906	133414	665776					
775	133404	781134	8	910	133412	655087					
776	133413	781012	0	910	133417	663183					
777	133409	780757	8	911	123015	668732					
778	133407	780795	0	72639	123012	498513					
779	133405	527561	0								
780	133406	780746	8								
781	123014	772246	0								
782	123014	772245	0								
783	133413	780825	8								